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NREL Highlights Leading Utility Green Power Programs

Pricing programs give consumers clean power choices

Golden, Colo., March 4, 2004 – The U.S. Department of Energy's (DOE) National Renewable Energy Laboratory (NREL) today released its annual ranking of leading utility "green pricing" programs. Under green pricing, consumers can choose to help support additional electricity production from renewable resources such as solar and wind. More than 500 utilities in 33 states now offer these programs.

Using information provided by utilities, NREL develops "Top 10" rankings of utility programs in the following categories: total sales of renewable energy to program participants, total number of customer participants, customer participation rate, and the lowest price premium charged for a green pricing service using new renewable resources.

Ranked by sales of green power, the green pricing program of Austin (Texas) Energy is first in the nation, followed by Portland General Electric, Sacramento Municipal Utility District, PacifiCorp, and Xcel Energy.

Ranked by customer participation rates, the top five are Lenox (Iowa) Municipal Utilities, City of Palo Alto (Calif.) Utilities, Moorhead (Minn.) Public Service, Holy Cross Energy (Colo.), and (tie) Montezuma (Iowa) Municipal Light and Power, and Orcas Power and Light Cooperative (Wash.). (See attached tables for additional rankings).

"The number of utility green pricing programs continues to grow across the country as well as the number of customers that purchase green power," said Lori Bird, senior energy analyst at NREL. "Customer choice is proving to be a powerful stimulus for growth in renewable energy development."

In 2003, more than 1.2 billion kilowatt-hours (kWh) of renewable energy were sold through green pricing programs, an increase of more than 30% from 2002. Utility green pricing programs are one segment of a larger green power marketing industry that serves nearly 500,000 customers nationwide and helps support about 1,500 MW of renewable electricity generation capacity.

NREL also found that four of the 10 utilities with the lowest price premium charged for their green power products offer fuel price protection to their green pricing customers. "With natural gas prices on the rise, greater use of renewable energy can help utilities stabilize electricity rates for their customers," said Blair Swezey, NREL principal policy advisor.

NREL's Energy Analysis Office performs analyses of green power market trends and is funded by DOE's Office of Energy Efficiency and Renewable Energy.

NREL is a national laboratory managed by Midwest Research Institute and Battelle. The lab is a leading center for research into photovoltaics, wind energy, plant- and waste-derived fuels and chemicals, energy-efficient buildings, advanced vehicle design, geothermal energy and hydrogen fuel cells.

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Green Pricing Program Renewable Energy Sales
(as of December 2003)

Rank	Utility	Resources Used	Sales (kWh/year)	Sales (aMW) ^a
1	Austin Energy	Wind and landfill gas	289,038,019	33.0
2	Portland General Electric ^b	Wind and geothermal	188,646,290	21.5
3	Sacramento Municipal Utility District ^d	Landfill gas, wind, hydro	143,160,698	16.3
4	PacifiCorp ^b	Wind and geothermal	132,168,603	15.1
5	Xcel Energy	Wind	123,700,000	14.1
6	Los Angeles Department of Water & Power	Small hydro, landfill gas, solar	87,845,342 ^c	10.0
7	Tennessee Valley Authority ^d	Biogas, wind, solar	40,491,000	4.6
8	We Energies ^d	Landfill gas, wind, hydro	34,648,566	4.0
9	Alliant Energy	Wind and landfill gas	27,958,473	3.2
10	Puget Sound Energy	Wind and solar	27,312,900	3.1

^a An "average megawatt" (aMW) is a measure of capacity equivalent that assumes the capacity operates continuously.

^b Marketed in partnership with Green Mountain Energy Company.

^c Data is for 2002.

^d Product is *Green-e* certified (www.green-e.org).

Total Number of Customer Participants
(as of December 2003)

Rank	Utility	Program Name(s)	Participants
1	Xcel Energy	<i>Windsorce Renewable Energy Trust</i>	43,039
2	Los Angeles Department of Water & Power	<i>Green Power for a Green LA</i>	29,677
3	Portland General Electric ^a	<i>Clean Wind Renewable Usage Healthy Habitat</i>	26,893
4	Sacramento Municipal Utility District	<i>Greenergy^b PV Pioneers I</i>	24,542
5	PacifiCorp ^a	<i>Blue Sky Renewable Usage Habitat Option</i>	23,351
6	We Energies	<i>Energy for Tomorrow^b</i>	10,760
7	Alliant Energy	<i>Second Nature</i>	9,519
8	Austin Energy	<i>GreenChoice</i>	7,462
9	Tennessee Valley Authority	<i>Green Power Switch^b</i>	7,364
10	Wisconsin Public Service	<i>SolarWise for Schools NatureWise^b</i>	6,157

^a Marketed in partnership with Green Mountain Energy Company.

^b Product is *Green-e* certified (www.green-e.org).

Customer Participation Rate
(as of December 2003)

Rank	Utility	Customer Participation Rate	Program(s)	Program Start Year
1	Lenox Municipal Utilities ^a	11.1%	<i>Green City Energy</i>	2003
2	City of Palo Alto Utilities ^b	6.6%	<i>Palo Alto Green^d</i>	2003
3	Moorhead Public Service	5.5%	<i>Capture the Wind</i>	1998
4	Holy Cross Energy	5.1%	<i>Wind Power Pioneer Local Renewable Energy Pool</i>	1998 2002
5	Montezuma Municipal Light and Power ^a	4.9%	<i>Green City Energy</i>	2003
5	Orcas Power & Light	4.9%	<i>Go Green</i>	1999
7	City of Fairbank ^a	4.7%	<i>Green City Energy</i>	2003
8	Sacramento Municipal Utility District	4.6%	<i>Greenenergy^d PV Pioneers I</i>	1997 1993
9	Central Electric Cooperative ^c	4.1%	<i>Green Power</i>	1999
10	Madison Gas & Electric	3.9%	<i>Wind Energy Program</i>	1999

^a Program offered in association with the Iowa Association of Municipal Utilities.

^b Product marketed in partnership with 3 Phases Energy Services

^c Power supplied by PNGC Power.

^d Product is *Green-e* certified (www.green-e.org).

Price Premium Charged for New, Customer-Driven Renewable Power^a
(as of December 2003)

Rank	Utility	Resources Used	Premium (¢/kWh)
1	Austin Energy ^b	Wind and landfill gas	0.59
2	OG&E Electric Services ^b	Wind	0.63
3	Clallam County Public Utility District ^b	Landfill gas	0.70
4	Wabash Valley Power Association ^c	Landfill gas	0.90
5	Roseville Electric	Geothermal and solar	1.00
5	Sacramento Municipal Utility District ^d	Landfill gas, wind, hydro	1.00
5	Southern Minnesota Municipal Power Agency	Wind	1.00
8	Emerald People's Utility District ^e	Wind	1.20
9	American Municipal Power – Ohio ^e	Hydro, wind	1.30
9	Eugene Water and Electric Board ^b	Wind	1.30

^a Includes only programs that have installed or announced firm plans to install or purchase power from 100% new renewable resources.

^b Premium is variable; customers in these programs are exempt or otherwise protected from changes in utility fuel charges.

^c The premium charged by participating member distribution utilities varies from 0.9¢/kWh to 1.0¢/kWh.

^d Product is *Green-e* certified (www.green-e.org).

^e Product is marketed in partnership with Green Mountain Energy Company.